



Location: Brawley, Imperial County

Timeframe: 2009 - 2010

Project Partners: City of Brawley

Project Services

- Outreach and public engagement
- Infrastructure and transportation analysis
- Economic and market analysis
- Design guidelines



This Demonstration Project enabled the development of a Downtown Brawley Specific Plan that evaluates development options in the City's new Downtown Overlay District.

Goals

- Promote the Revitalization of the City's Downtown Business District
- Reestablish Downtown Brawley as a major regional shopping, marketing and office/commercial area for North Imperial County
- Encourage development within vacant and underutilized properties
- Increase connectivity and options for pedestrians and bicyclists
- Increase City revenues and diversify the City's economy

In September 2008, the City of Brawley adopted a new General Plan, which includes the addition of a Downtown Overlay District to encourage the revitalization of Downtown Brawley. This Specific Plan will guide development and facilitate the redevelopment of approximately 110 acres of land into a more cohesive central business district generally around Plaza Park and along Main Street. In general, civic, commercial, office, and service uses are developed along Main Street; light industrial uses are adjacent to the railroad; and residential uses are developed in other locations. Several parcels remain vacant or are otherwise underutilized. In order to facilitate larger concentrations of development within Downtown, many projects will require the City's assistance with land assembly.

Results

- Specific Plan will guide redevelopment of 110 acres (Downtown Brawley)
- Conducted workshops and stakeholder interviews
- Regulating code to establish development standards and design guidelines for neighborhoods within Downtown Brawley
- Provided design prototypes and illustrative views
- Provided a traffic analysis with opportunities and constraints map
- Economic market conditions study